

Provisional Product List for NAICS 51213: Motion Picture and Video Exhibition*

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			English Title	English Definition	Product Exists in:			NAICS Industries Producing the Product			CPC Code
			Can	Méx	US			Can	Méx	US	Can	Méx	US	
51213	1	X				Feature film exhibition	Projection of theatrical feature films in movie theaters, cinemas, and other venues such as film festivals, drive-in theaters, and film clubs. Revenue is usually generated by sales of tickets for seats for the performances exhibited.	X	X	X	512130	512130	512130	96151 96152
51213	1.1			X		Exhibition of domestic films	Projection of theatrical feature films produced by domestic production companies in movie theaters, cinemas, and other venues.	X	X	X	512130	512130	512130	96151 96152
51213	1.2			X		Exhibition of foreign films	Projection of theatrical feature films produced by foreign production companies in movie theaters, cinemas, and other venues.	X	X	X	512130	512130	512130	96151 96152
51213	2	X				Food and beverage sales	Sales of food and beverages on the premises from snack bars, stands, or vending machines that are owned or operated by the theater owner. Includes sale of food and beverages from franchise outlets operating on the premises when the theater owner is the franchisee. If operated by another company in this establishment, these sales are classified in product 3, Concessionaire space in movie theaters.	X	X	X	512130 452110 452910 454210 454390 482114 483116 611110 611210 611310 622111 622112 711311 711319 712111 712119 712120 712130 712190 713110 713210 713910 713920 713930 713940 713950 713990	512130	512130 722213 722410 454210	63210 63290 62420 63300

* A question mark (?) in columns 9 through 15 indicates that the information is unknown or particularly uncertain at this time.

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51213	2.1				X	Food and non-alcoholic beverage sales	Sales of food and non-alcoholic beverages on movie theaters' premises from snack bars or vending machines that are owned or operated by the theater owners.	X	X	X	512130 452110 452910 454210 454390 482114 483116 611110 611210 611310 622111 622112 711311 711319 712111 712119 712120 712130 712190 713110 713210 713910 713920 713930 713940 713950 713990	512130	512130 722213 454210	63210 63290 62420
51213	2.2				X	Alcoholic beverage sales	Sales of alcoholic beverages on movie theaters' premises.			X	512130		512130 722410	63300
51213	3	X				Concessionaire space in movie theaters	Provision of space to other establishments to operate a business within the theater facility for operations such as fast food franchises, snack bars, amusement machines, vending machines, etc. The payment is usually in the form of commissions or fees. If the operations are run by the theater facility itself, these sales are classified based on the activity (e.g., product 2, Food and beverage sales; product 5, Amusement machine services in movie theaters; etc.)	X	X	X	512130 531120	512130	512130 531120	72112
51213	3.1		X			Food and beverage concessions in movie theaters	Provision of space to others to operate a food and beverage concession on premises of movie theaters. If operated by the theater owner, these sales should be included in product 2, Food and beverage sales.	X	X	X	512130 531120	512130	512130 531120	72112
51213	3.2		X			Non-food and beverage concessions in movie theaters	Provision of space to other establishments to operate a concession for other than food and beverage service on premises of movie theaters, such as for amusement machines. Amusement machines operated by the theater owner should be included in product 5, Amusement machine services in movie theaters.	X		X	512130 531120		512130 531120	72112

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			Can	Méx	US			Can	Méx	US	Can	Méx	US	
51213	4	X				Advertising in movie theaters	Projection and/or display of advertisements (including slides) on the movie screen and/or in and around the facility. Advertising space sold by the establishment, as well as advertising space that is contracted out to another firm or agency, are included.	X	X	X	512130 541850	512130	512130 541850	83620
51213	5	X				Amusement machine services in movie theaters	Operation of video games, arcades, and other amusements on the premises. If operated by other than the theater owner, they should be classified in product 3, Concessionaire space in movie theaters.	X		X	512130 713120	512130	512130 713120	96930
51213	6	X				Rental of space in movie theaters	Rental of space on the premises for meetings, stands, birthday parties, flea markets, and other special events including theaters, rooms, lobby space, parking lots, etc.	X	X	X	512130 531120	512130	512130	72112
51213	7	X				Other services, n.e.c.	Other services not classified elsewhere. Includes sale of merchandise, etc.	X	X		?	512130	?	

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